**GMO Brochure Rubric**

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|  | **Exceed Standard****10** | **Meets Standard** **8.5** | **Approaching Standard 7.5**  | **Below Standard****6.5** | **No Attempt 0** | **Score** |
| **Bibliography****20%** | * Bibliography and citations are appropriate and written correctly in APA format
* Citations are sited in the body of the report.
* Three or more scientific sources are cited.
 | * Bibliography and citations are written in APA format with minor errors.
* Citations are sited in the body of the report.
* At least two appropriate scientific sources are cited.
 | * Bibliography and citations are written in APA format with some errors.
* At least one source is appropriate.
 | Bibliography and citations are * Not written in APA format
* Have excessive errors
 |  |  |
| **Content & Persuasiveness****50%** | * Content is extremely persuasive and convincing
* More than 3 pertinent facts.
* Logical progression of ideas with clear point of view.
* One or more points of view were provided with extremely detailed analysis.
 | * Point of view clearly and persuasively stated
* At least 3 pertinent facts to support point of view.
* One other point of view was examined and clearly described.
 | * Contains some persuasive information
* Only 1 to 2 pertinent facts are included to support point of view.
* Point of view present but not clearly stated.
* Alternate points of view is provided but lacks detail.
 | * More than two facts are not relevant or are incorrect.
* Lacks persuasive information and point of view is missing.
* Alternate points of view are ignored.
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| **Mechanics****Grammar and Spelling****10%** | * No grammatical or spelling errors.
 | * 1-2 types of grammar or spelling error
 | * 3-4 types of grammar or spelling error
 | * More than 4 types of grammar or spelling errors
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| **Brochure: Neatness and Design****20%** | * Visual and written

communication isinformative &engaging* Makes effective use

of text and graphics.* Maximum use of allowed space.

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communication isinformative and effectively supported point of view.* Supportive text and graphics are used.
 | * Visual and/or

writtencommunication did not support point of view.* Text and graphics are used but do not always match point of view.
 | * Visual and/or

writtencommunication wasnot informative orappropriate.* Text is hard to

read, missingand/or uninformative.* Graphics do not match point of view or are missing.
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| **Teacher Notes** |  |  |  |  |